

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Fuloria, et al. Art Unit : Unknown  
Serial No. : 10/812,394 Examiner : Namrata Boveja  
Filed : March 30, 2004 Conf. No. : 1742  
Title : SELECTIVELY DELIVERING ADVERTISEMENTS BASED AT LEAST IN  
PART ON TRADEMARK ISSUES

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY**  
**TO NON-FINAL OFFICE ACTION MAILED MAY 13, 2009**